

# EducationUSA Canada Social Media and Infographic Innovation



Project Title	EducationUSA Canada Social Media and Infographic Innovation
Project Summary	EducationUSA Canada needs a creative, problem-solving individual with initiative who enjoys creating social media posts, maintaining social media management sites, creating infographics, blogging, and implementing strategies to gain more social media followers.
Country	Canada
Agency	Department of State
DoS Office	N/A
Post	OTTAWA
Section	EducationUSA
Number of Interns	1

## Project Description

Mandatory Skills: understanding of Facebook/Twitter/LinkedIn functionality, intermediate Hootsuite skills, intermediate infographic building skills, and strong command of English language and grammar. Important Talents: the drive to understand social media analytics and use them to increase followers, creative and functional writing, an aesthetic eye, an interest in trolling the internet for relevant content, and a sense of humor. Additional assets (preferred): a background in education advising or higher education management (examples: on-campus positions with the Registrar, Study Abroad, Campus Tours, etc.), and some written French knowledge.

## Desired Skills Interests

### Skill

- Experience with website and social media platforms (non-technical)
- experience with HootSuite
- experience analyzing social media metrics
- excellent writing skills
- intermediate infographic building skills

creative writing skills

aesthetic eye

sense of humor

## Additional Information

Familiarize yourself with EducationUSA Canada by viewing our website

<http://canada.usembassy.gov/educationusacanada.html> (\*note, we are working on moving this content to a WordPress site), Facebook page (EducationUSA Canada), Twitter (@EdUSACanada), and LinkedIn Group (EducationUSA Canada).

## Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
French	Limited working proficiency	Minimum professional proficiency	Required